

REMARKS

In view of the foregoing amendments and the following remarks, reconsideration and allowance are requested.

Claims 1-66 remain pending with claims 1, 27, 48 and 49 being independent. Claims 1, 10, 11, 12, 27, 48 and 49 have been amended.

For the reasons set forth at pages 2-18 of the office action, claims 1-66 stand rejected under 35 USC 103(a) as allegedly being obvious in view of various combinations of Sadowsky (USP 6,123,737); Martyn et al. (USP 6,195,647); HFD The Weekly Home Furnishings Newspaper (August 5, 1991); PR Newswire (May 26, 1999) ("Net Nanny"); Travel Agent (August 7, 1997); Marketing Computers (April 1997); Gardenswartz et al. (USP 6,055,573); Do-It-Yourself Retailing (January 1999); Datamation (February 1998); Newsbytes (April 12, 1996); Marketing Computers (October 1993); and Multichannel News (June 15, 1999). These rejections and their underlying rationale are traversed.

Independent claim 1 is directed to a computer-implemented method for encouraging users of a computer network to access dynamic pricing information on the computer network. Claim 1 has been amended to recite that a modular computer program displays *a scrolling stream* of dynamic pricing information and that an interactive visual indication of a user-attractive resource is *visually embedded within the scrolling stream of dynamic pricing information displayed by the modular computer program*. Support for this amendment appears in the application as filed, for example, in Figures 6 and 18 and at page 17, lines 9-15 and page 19, lines 5-6.

The art of record, regardless of how it is hypothetically combined, fails to disclose or suggest this feature. In particular, the "Net Nanny" article relied on in the office action at page 3, makes no teaching or suggestion of *displaying an interactive visual indication* of a user-attractive resource, much less an interactive visual indication that is *visually embedded within a scrolling stream of dynamic pricing information* displayed by a modular computer program, as recited in independent claim 1. Because the remaining references cited in the office action similarly fail to teach or suggest this feature, claim 1 is allowable for at least this reason.

Independent claim 27 is directed to a computer-implemented system for encouraging users of a computer network to access dynamic pricing information on the computer network. Claim 27 has been amended to recite that the claimed system includes a modular computer program that displays ***a scrolling stream*** of dynamic pricing information and an interactive visual indication of a user-attractive resource that is ***visually embedded within the scrolling stream of dynamic pricing information***. Accordingly, independent claim 27 is allowable at least for the same above-discussed reasons as independent claim 1.

Independent claim 48 is directed to a computer-implemented method for encouraging users of a computer network to access dynamic pricing information on the computer network. Claim 48 has been amended to recite that a user-interface abstraction displays ***a scrolling stream*** of dynamic pricing information and that an interactive visual indication of a user-attractive resource is ***visually embedded within the scrolling stream of dynamic pricing information*** displayed by the user-interface abstraction. Accordingly, independent claim 48 is allowable at least for this reason.

Independent claim 49 is directed to computer software for encouraging users of a computer network to access a dynamic pricing system. Claim 49 has been amended to recite that the claimed software includes instructions to cause a computer system to present a user-interface abstraction that displays ***a scrolling stream*** of dynamic pricing information and an interactive visual indication of a user-attractive resource that is ***visually embedded within the scrolling stream of dynamic pricing information*** displayed by the user-interface abstraction. Accordingly, independent claim 49 is allowable at least for this reason.

The remaining claims each depends directly or indirectly from one of the independent claims discussed above. Accordingly, these dependent claims are allowable for the reasons that their respective independent claims are allowable and for reciting allowable subject matter in their own right. Independent consideration and allowance of the dependent claims are requested.

The foregoing comments made with respect to positions taken by the Examiner are not to be construed as acquiescence by the applicant with other positions of the Examiner that have not been explicitly contested. Accordingly, applicant's arguments for patentability of a claim should not be construed as implying that there are not other good reasons for patentability of that claim or other claims.

Applicant : Woolston et al.
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Filed : October 21, 1999
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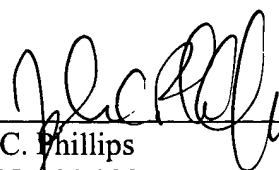
Attorney's Docket No.: 13466-008001

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Respectfully submitted,

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12/9/03



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